



KNXV

**KNXV-TV  
PHOENIX****ORDER**

Print Date 07/19/12 Page 1 of 3

Flight Dates 08/20/12-08/28/12Contract / Revision 303371 /Original Date / Revision  
07/19/12 07/19/12Advertiser Flake / Republican / US SenaAgency Smart Media GroupBuying Contact814 King Street - Suite 400  
Alexandria, VA 22314-3039Product

Flake for Senate

Agency Com 15%Billing Contact814 King Street - Suite 400  
Alexandria, VA 22314-3039Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:05:00Estimate # 820828Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-6Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	44	\$22,631.25	\$26,625.00	0.00	07/30/12	08/26/12	44	\$22,631.25	\$26,625.00
September 2012	10	\$4,101.25	\$4,825.00	0.00	08/27/12	08/28/12	10	\$4,101.25	\$4,825.00
<b>Totals</b>	<b>54</b>	<b>\$26,732.50</b>	<b>\$31,450.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	08/20/12	08/27/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	11111--		5				\$225.00		0.00			
		Week: 08/27/12	09/02/12	1-----		1				\$225.00		0.00			
2	KNXV	08/25/12	08/25/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

**KNXV-TV**  
**PHOENIX**

**Contract / Revision**      **303371**      **Flight Dates** 08/20/12-08/28/12

### Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:05:00

**Advertiser** Flake / Republican / US Ser Product  
**Flake for Senate**

Estimate # 820828

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KNXV	08/25/12	08/25/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	-----S-	1		\$100.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/20/12-08/26/12		Sa 5pm News		5p-530pm	-----Sa--	:30		<del>(\$100.00)</del>		0.00	NM		
Credited															
3	KNXV	08/26/12	08/26/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	-----S	1		\$100.00	0.00							
4	KNXV	08/20/12	08/27/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$450.00	P-3	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	11111--	5		\$450.00	0.00							
Week:		08/27/12	09/02/12	1-----	1		\$450.00	0.00							
5	KNXV	08/20/12	08/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	111-1--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	111-1--	4		\$450.00	0.00							
Week:		08/27/12	09/02/12	1-----	1		\$450.00	0.00							
6	KNXV	08/20/12	08/27/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	11111--	5		\$600.00	0.00							
Week:		08/27/12	09/02/12	1-----	1		\$600.00	0.00							
7	KNXV	08/25/12	08/25/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	-----S-	1		\$250.00	0.00							
8	KNXV	08/26/12	08/26/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	-----S	1		\$600.00	0.00							
9	KNXV	08/20/12	08/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	6	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	11111--	5		\$500.00	0.00							
Week:		08/27/12	09/02/12	1-----	1		\$500.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	KNXV	08/27/12-09/02/12		M-F 630pm-7pm		630pm-7pm	M-----	:30		<del>(\$500.00)</del>		0.00	NM		
See MG 9.7															
[NA no time available. rate jaylor 6/28/12]															
7	KNXV	08/27/12-08/27/12		M-F 630pm-7pm		630pm-7pm	M-----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 9.6 08/27															
10	KNXV	08/25/12	08/25/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	-----S-	1		\$250.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/20/12-08/26/12		SA 630pm-7pm		630pm-7pm	-----Sa--	:30		<del>(\$250.00)</del>		0.00	NM		
Credited															



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Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:05:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**Estimate # **820828**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
11	KNXV	08/20/12	08/27/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----					1	\$1,000.00		0.00			
		Week: 08/27/12	09/02/12	M-----					1	\$1,000.00		0.00			
12	KNXV	08/22/12	08/22/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----					1	\$1,000.00		0.00			
13	KNXV	08/23/12	08/23/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---T---					1	\$2,000.00		0.00			
14	KNXV	08/23/12	08/23/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---T---					1	\$1,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KNXV	08/20/12-08/26/12	Thursday Prime B		8pm-9pm	---Th-----	:30		<del>(\$1,500.00)</del>		0.00	NM		
		Credited													
E15	KNXV	08/24/12	08/24/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$1,500.00		0.00			
16	KNXV	08/26/12	08/26/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$1,500.00		0.00			
17	KNXV	08/26/12	08/26/12	Sunday Prime 8-10pm Sunday Prime 8-10pm	CM	8-10pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$1,500.00		0.00			
18	KNXV	08/23/12	08/23/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---T---					1	\$5,000.00		0.00			
	MG for In# 14														
19	KNXV	08/20/12	08/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--					10	\$150.00		0.00			
20	KNXV	08/27/12	08/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					4	\$150.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 54 \$31,450.00